

FOR IMMEDIATE RELEASE:  
April 4, 2002

Contact: Muffy Berryhill  
(530) 229-8300

## **Prop. 10-Funded Programs Hard at Work in Eastern Shasta County**

### ***Shasta Children and Families First Commission announces progress of more than \$570,000 in funding and availability of free parenting kits***

**Redding** – The Shasta Children and Families First Commission (SCFFC) today celebrated the progress of six Eastern Shasta County programs for children ages 0 to 5 and their families, funded with more than \$570,000 in Prop. 10 funds.

“Prop. 10 is making a difference in the lives of young children and their families throughout Eastern Shasta County,” said Muffy Berryhill, executive director, SCFFC. “These programs are operated by dedicated and motivated people who are helping parents prepare their children to reach their greatest potential in school and in life.”

One project, the Motherpeace Circle’s “Rocking Chair Project,” trains “doulas” to provide supportive services to families during the perinatal period. Nine volunteers have been trained to serve families in Round Mountain, Oak Run, Montgomery Creek and Big Bend.

“A mini-baby boom in the area is keeping our doulas busy, helping mothers in the perinatal stage and after baby is born,” said Terry Orwig, coordinator of Motherpeace Circle.

Acorn Community Enterprises’ “Healthy Habits” program is using Prop. 10 funds to provide support and education services for parents, plus anemia screening, referral and follow-up for young children. The Pit River Health Services program received funding for its “Family Wellness” effort, which provides nutrition and physical activity education and support as well as anemia screening, referral and follow-up.

**(more)**

Prop. 10 funds are also being used to plan and build two parks in Eastern Shasta County. The “Big Bend Community Park Project,” coordinated by the Indian Springs School District, and the Tri-

County Community Network's "Burney Family Park" are designed for children ages 0 to 5. The Burney Family Park is being planned with input from local parents of children age 5 and younger.

Mayers Memorial Hospital will use Prop. 10 funds to create a "Breastfeeding Resource Center," which will provide new mothers with support from certified lactation counselors.

SCFFC also launched distribution of free parenting *Kits* to every child born at Mayers Memorial Hospital. More than 90 *Kits* are expected to be delivered annually.

"The *Kit for New Parents* is a powerful tool for parents, family members and caregivers committed to giving children the best start in life," said Jerald Fikes, CEO, Mayers Memorial Hospital. "I'm excited to be able to provide new parents in Eastern Shasta County with a tested, proven resource."

Initially available in English and Spanish, the *Kit for New Parents* contains six videos narrated by prominent child development experts and celebrities such as Dr. T. Berry Brazelton, Jamie Lee Curtis, Gloria Estefan, Andy Garcia, Phylicia Rashad and Rob Reiner. The videos provide practical ideas to help parents prepare their children to reach their greatest potential in school and in life, with topics such as the importance of the early years, child care, safety, health and nutrition, discipline and early literacy. The *Kit* also includes a series of parenting brochures, a baby book and a resource guide to connect parents with local services.

The Shasta Children and Families First Commission was established after voters passed Prop. 10 in November 1998, adding a 50 cent-per-pack tax on cigarettes to fund education, health, child care and other programs for expectant parents and children up to age 5. The SCFFC receives nearly \$2 million annually for programs that meet local needs.

###